

ABSTRACT

The present invention provides a display apparatus and a display method and an advertisement method using the display apparatus which may realize an innovative image that has never been realized by a hardware structure that is extremely easy and costless and in which an excellent advertisement effect is expected as, for example, a poster advertisement.

It is composed of a sequential scanning circuit for signal converting a jump scanning type image signal into a sequential scanning type and a signal turning unit for turning the signal through 90 degrees to make it possible to feed the image signal turned through 90 degrees in real time.